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(71) Applicant

Frank Joseph Gallagher,  
62 Barnsmeadows, Littleborough, Rochdale

(72) Inventor

Frank Joseph Gallagher

(74) Agent and/or Address for Service

Marks & Clerk,  
Scottish Life House, Bridge Street, Manchester  
M3 3DP

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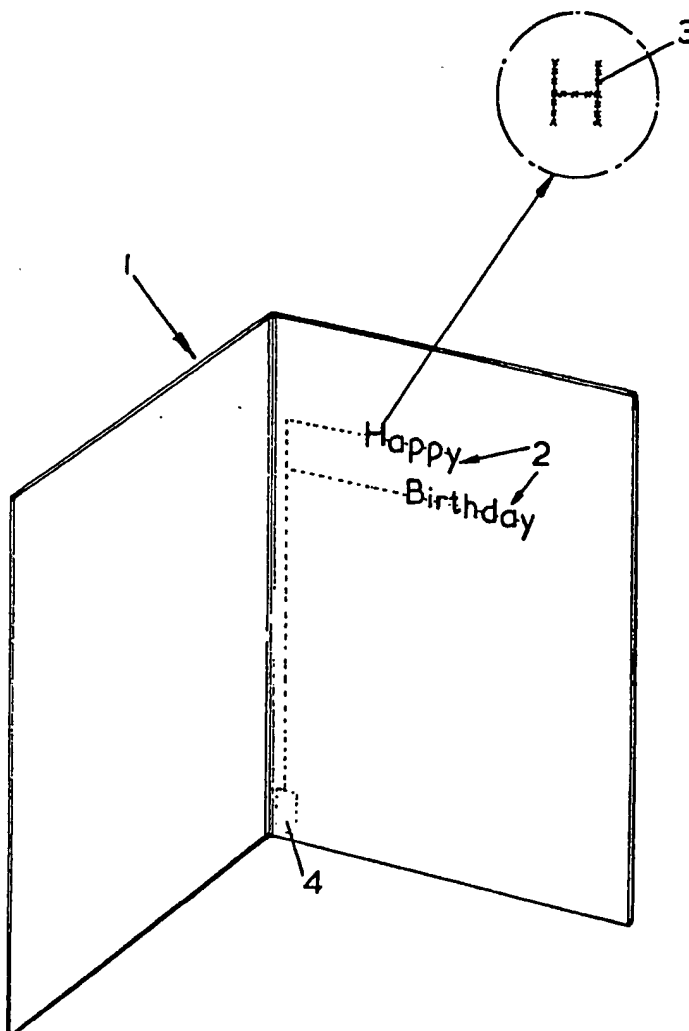
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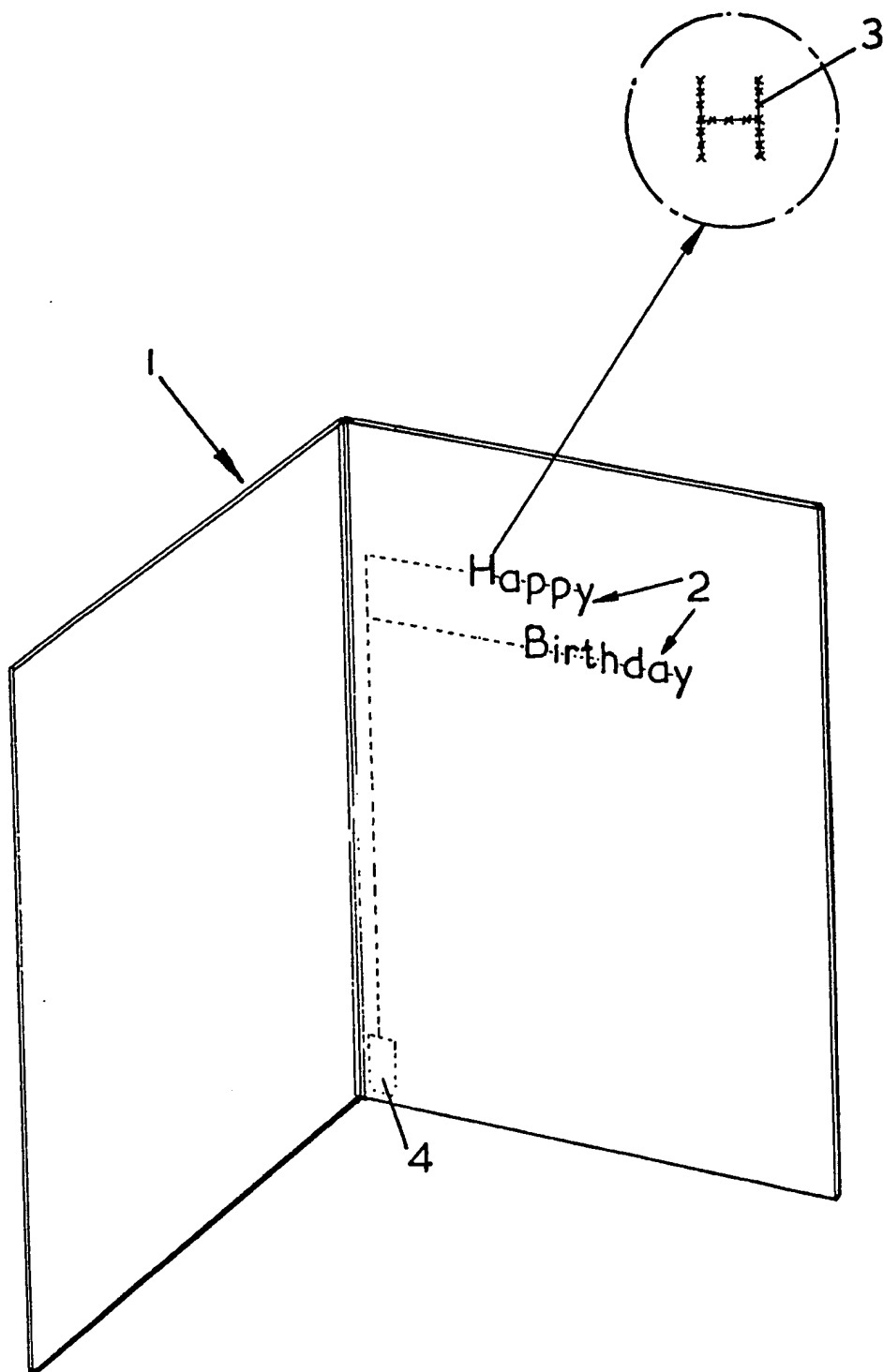
B6A  
B6X  
G5C

(54) A greetings card

(57) A greetings card 1 has, on its inside, a greetings message 2, for example, Happy Birthday, composed of light emitting or light absorbing elements 3 (e.g. LED's or LCD's) activated by a power source 4 concealed within the material of the card 1. A switch, not shown, serves to illuminate the elements 3 when desired so as to provide an illuminated greetings message.



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## SPECIFICATION

## A greetings card

- 5 The present invention relates to a greetings card, for example a birthday card, anniversary card or the like.

- Greetings cards generally include a message and/or picture, and/or cartoon or the like (hereinafter referred to generically as a greeting) appropriate to the occasion for which the card is intended. For example the greeting may be the words Happy Birthday, Happy Anniversary, Best Wishes or the like depending on the occasion.

- 15 It is an object of this invention to provide a greetings card having a greeting provided in a novel form which will add to the appeal of the card and the pleasure enjoyed by the receiver thereof.

- 20 According to the present invention there is provided a greetings card having a greeting comprised of a plurality of light absorption or emission elements, and a power source for activating said elements.

The light emitting or light absorption elements may, for example, be light emitting diodes (LED's) or liquid crystal displays (LCD's).

- 30 The power source may be a small battery concealed within the material of the card and an on/off switch may be provided to allow the power source selectively to activate the light absorption or emission element.

- 35 The greetings card of the invention may be formed of card or other material folded so as to be openable and closable and having the light emission or absorption elements on the front and/or inside thereof.

- 40 A preferred form of greetings card in accordance with the invention has a message made up of a plurality of letters (eg Happy Birthday) each of which is wholly defined by a plurality of the light emitting or absorption elements.

- 45 Alternatively the greetings message may comprise partially or wholly printed characters which are enhanced by the light emitting or absorption elements.

- When the light absorption or emission elements are activated by the power source, they provide or enhance the message on the card. A particularly attractive effect is obtained if a plurality of differently coloured light emission elements are used.

- 55 One embodiment of greeting card in accordance with the invention is shown in the accompanying drawing.

- The illustrated greetings card 1 has, on its inside, a greetings message 2 (in this case Happy Birthday) the letters of which are made up by individual light emission elements 3 (eg LED's) activated by a power source 4 concealed within the material of the card 1. A switch, not shown, serves to illuminate the elements 3 when desired so as to provide an

illuminated greetings message.

- Although the invention has been described with specific reference to a birthday card, it will be appreciated that the invention covers other forms of greetings cards, e.g. anniversary cards, picture post cards. In the latter case, the light emitting or absorbing means may be provided at any of one or more desired locations on the picture on the card.

## CLAIMS

1. A greetings card having a greeting comprised of a plurality of light absorption or emission elements, and a power source for activating said elements.

2. A greetings card as claimed in claim 1 having light absorption elements which are liquid crystal displays.

3. A greetings card as claimed in claim 1 having light emission elements which are light emitting diodes.

4. A greetings card as claimed in any one of claims 1 to 3 wherein the power source is a battery concealed within the material of the card.

5. A greetings card as claimed in any one of claims 1 to 4 wherein a switch is provided for selectively operating the light emission or light absorption elements.

6. A greetings card as claimed in any one of claims 1 to 5 which is folded so as to be openable and closable and the light emission or light absorption elements are provided on the front and/or on the inside of the greetings card.

7. A greetings card as claimed in any one of the preceding claims having a greetings message comprised of a plurality of letters each defined by a plurality of the light emitting or absorption elements.

8. A greetings card substantially as hereinbefore described with reference to the accompanying drawing.

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